

City Council

Public engagement workshop

Inclusive public engagement as an information gathering process or an organizational and community value?

Ground Rules

- *One participant at a time**
- *Assume positive intent**

To what are citizens entitled for their significant investment in their government

- Access/Engagement
- Quality
- Value
- Stewardship
- Responsiveness
- Accountability

What do we want for the residents of Raleigh?

- * We want residents of Raleigh to be safe, healthy, unafraid, and to live in a healthy, sustainable, community.

What is a community?

- Community members:
 - Rise above self interest for the common good...
 - Are mindful of the collective impact of their individual acts...
 - Are constantly mindful of how their actions, good or bad, impact others...
 - Extend their love, respect, trust, credibility, generosity, and philanthropy to those outside of their affinity groups...
 - They take care of their most vulnerable residents

What is a community...

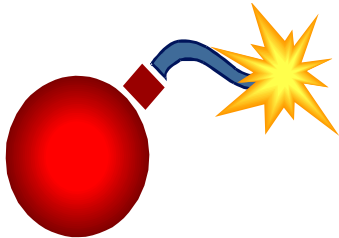
- They look out for each others interest
- Behaviors are aligned with common values...
- Are focused on why they chose to live in this place
- Can realize their potential...
- Responsibly pursue their view of “happiness” without impacting the “happiness” of others.

Two things to keep in mind

For every act of
creativity



There is an act
of destruction!



When ever a very
smart group of
people come
together to do
something new –
initially their IQ
drops, but...

The “Big Question!”

- * Who is ultimately responsible for public engagement?

To be discussed

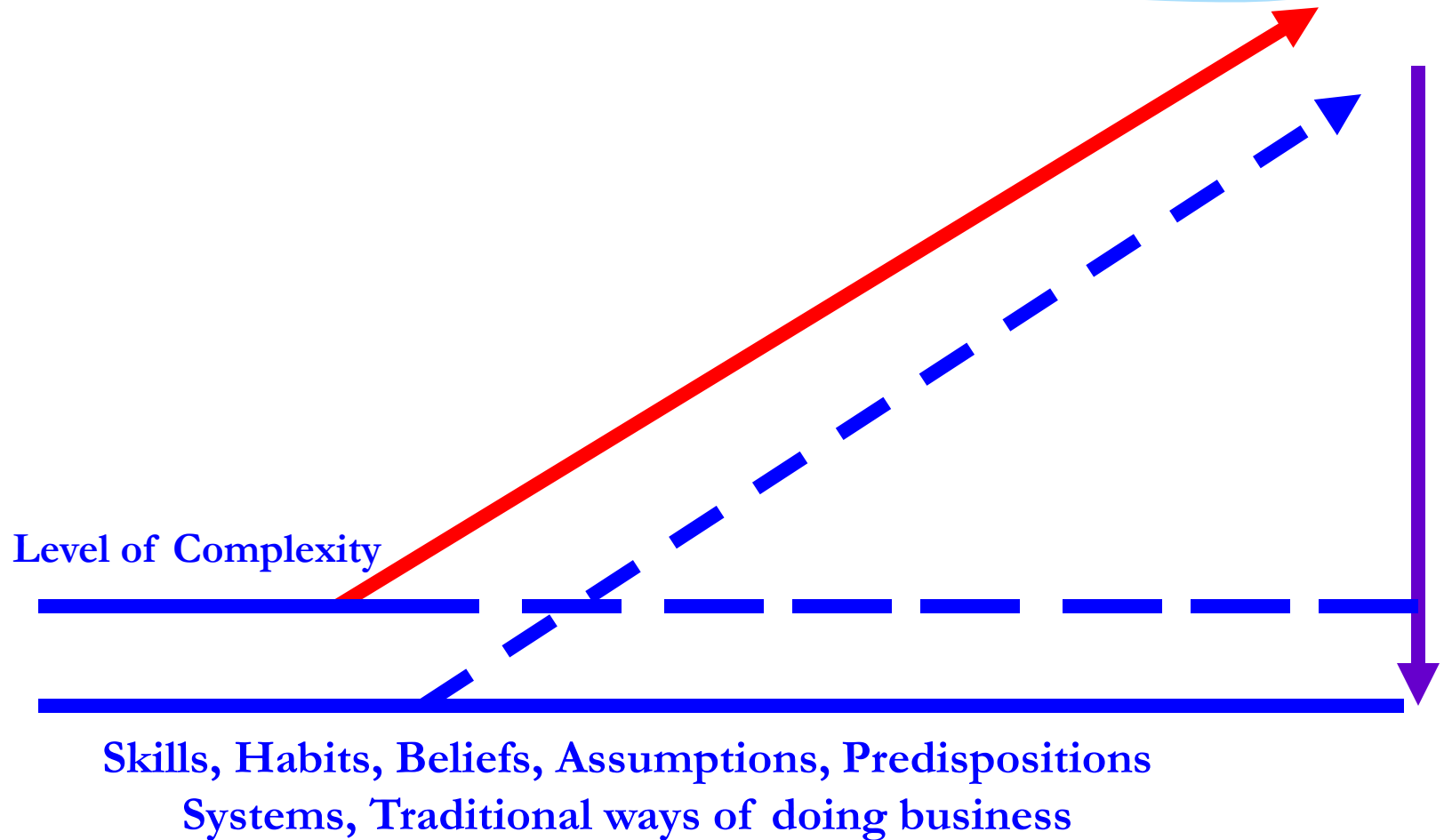
- * The philosophy of engagement
- * The dynamics of engagement
- * The process – “The process in a product!”
- * The product
- * The punctuation and follow up – “Its on line.”

Two questions

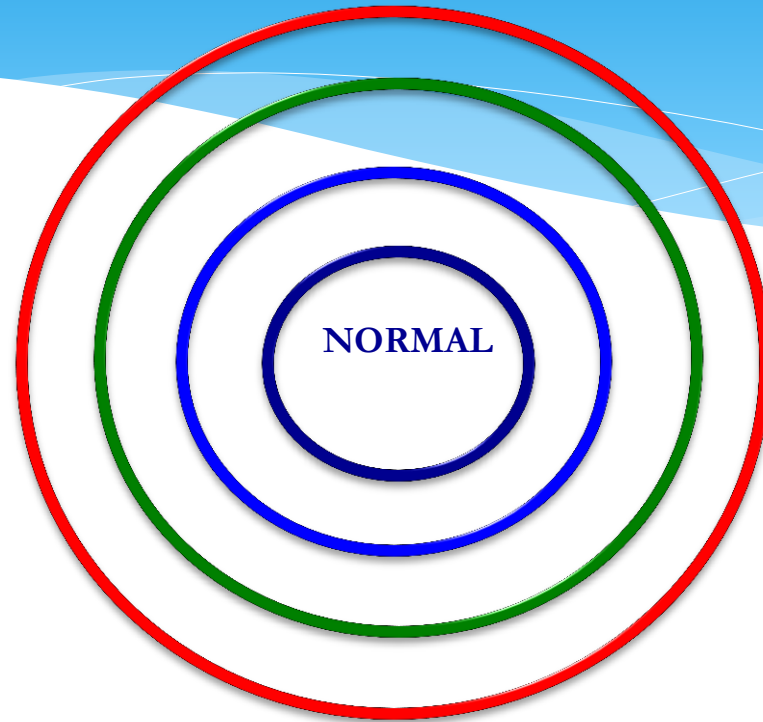
- * In a city where most people are really happy and content, why would they get involved?
- * How do we tap into the passion they have about issues that are relevant to them?

Complexity

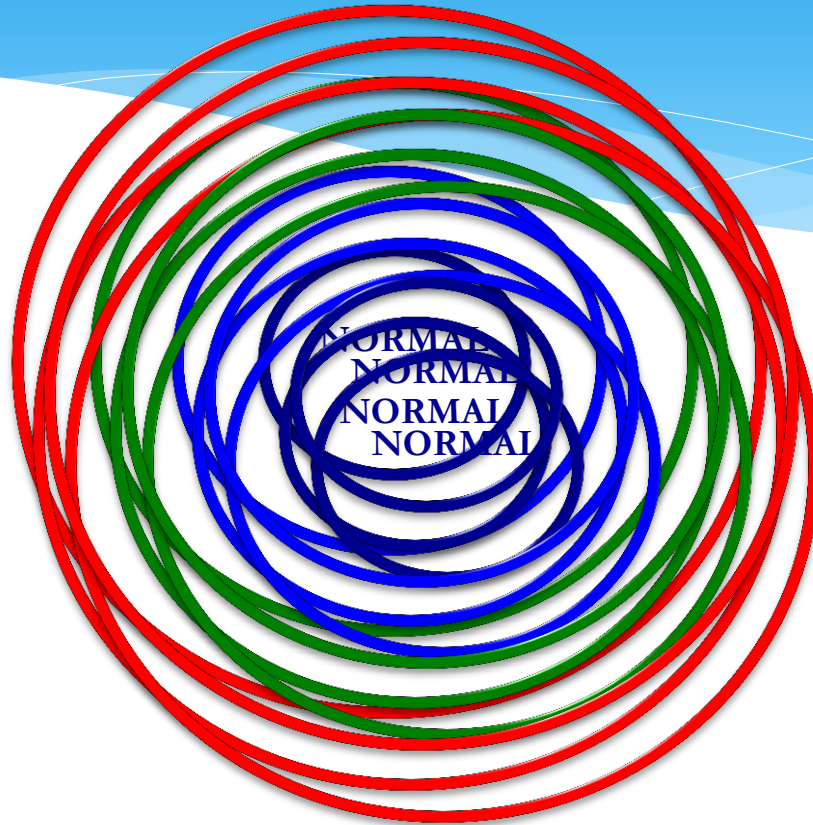
New Complexity



What is normal?



There's no such thing as normal!



Solutions to this kind of complexity must be...

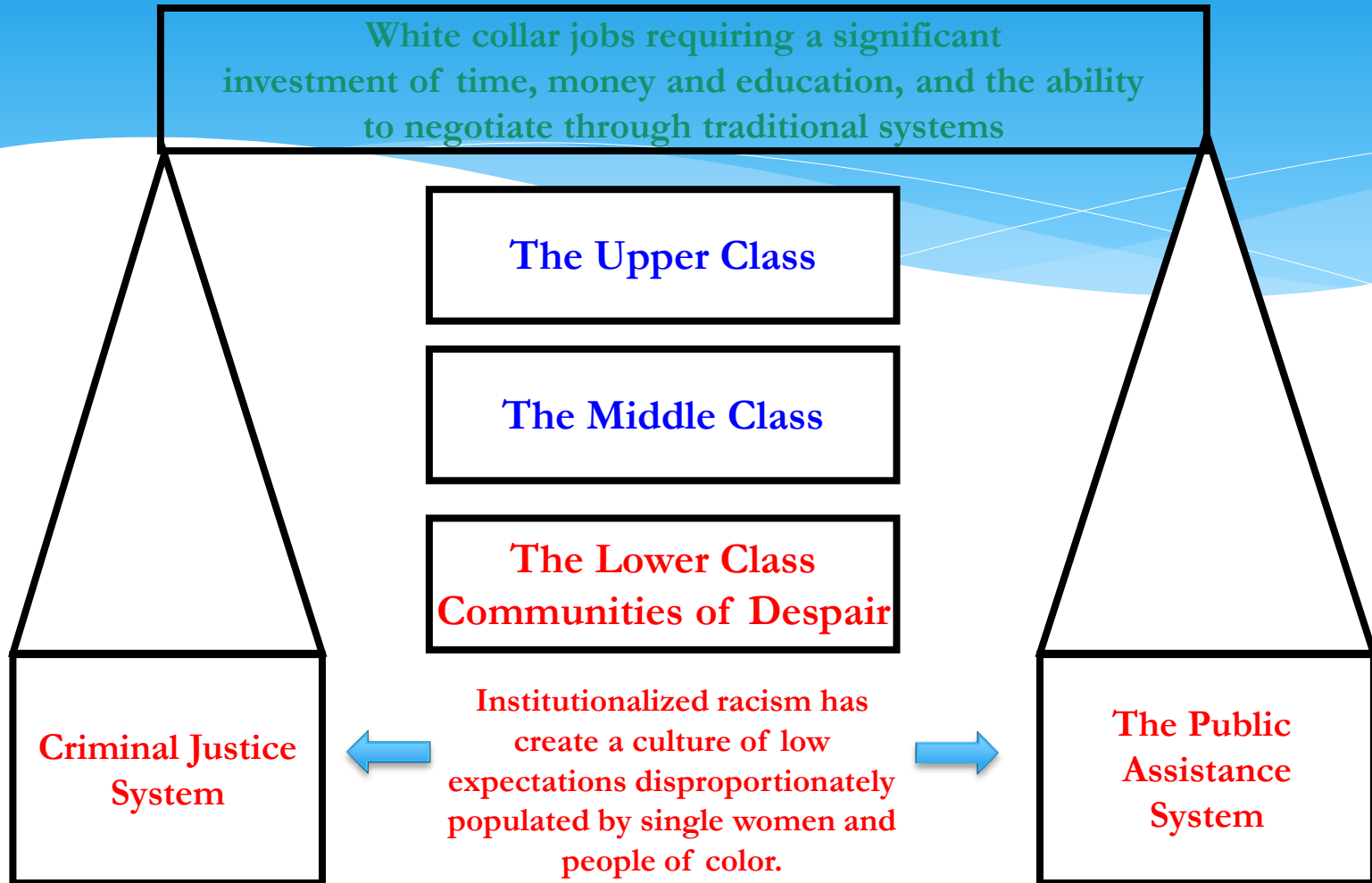
- * Systemic
- * Interdisciplinary, and
- * Consider our interdependence

The homogenization of
diversity!



“Socially homogenous memberships inevitably results in movements that reflect The practices, lifestyles, language, thought processes, and values that will be an extension of the culture of that group.” Rose (Stories of Inclusion) Failure to recognize Take responsibility, and learn from the cultures and conditions they created.

The Systemic Problem



MAY 11, 2015

TIME



2015
AMERICA, ~~1968~~

WHAT HAS CHANGED.
WHAT HASN'T.

BY DAVID VON DREHLE

time.com

Interlocking Social Maladies

- * High unemployment
- * Underemployment
- * Low incomes/poverty
- * Neglect
- * Low educational attainment
- * Health problems
- * High dropout rates
- * No home ownership
- * Family instability
- * High rates of delinquency
- * Substandard housing
- * Unresponsive government service
- * Learned helplessness
- * Resignation to victimization

**Aware
Users**

**Non-
Aware
Users**

**Aware
non
Users**

**Non-
aware
Non-users**

ROLES OF GOVERNMENT

- **Protect the lives, property, and rights of citizens**
- **Ensure the health and welfare of the citizenry**
- **Sustainability: Protect, & ensure the wise use of the environment -- balancing environment as economics, art, habitat, science, spirit, etc.**

ROLES OF GOVERNMENT

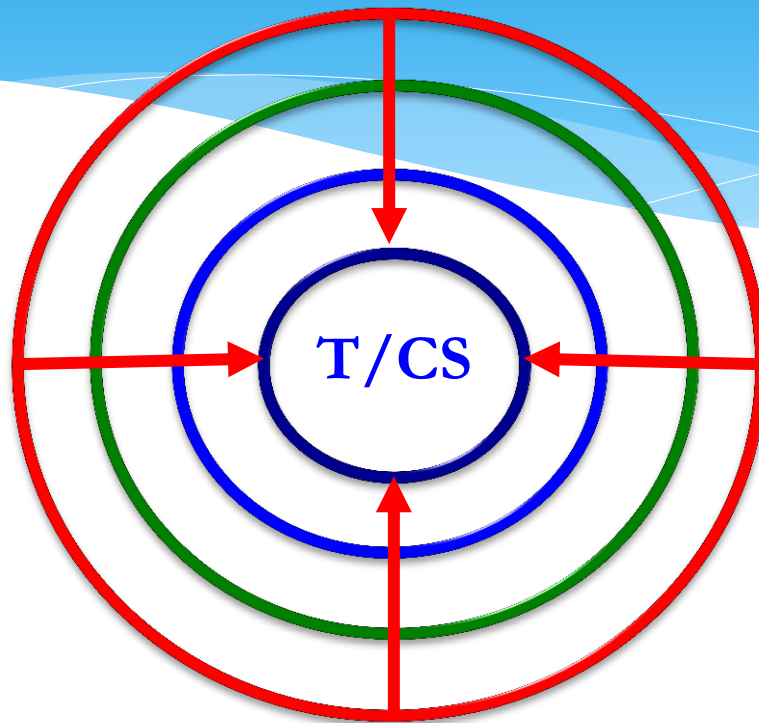
- Provide a safety net for and protect our most vulnerable citizens without creating a culture of entitlement
- Ensure the economic vitality of the jurisdiction
- Enrich the lives of citizens through education, arts, and recreation—
- Provide experiences that encourage lifelong creativity, fitness and learning
- Create and sustain community spirit, pride, & civility

Roles of government

Provide and maintain democratic community gathering spaces:

- * For psychic turf where like people meet to restore the energy it takes to live in a demographically, culturally and ethnically diverse community and gathering spaces where**
- * We build a sense of community by finding find our commonality and spaces for discovery, health, healing, and celebration**
- * Provide spaces and experiences in which people get to know and care for each other**

Public Engagement



How do we increase the potency and capacity of the thousand of transactions that occur each day between residents and their government?

Forms of engagement

- * **Transactional**
- * **Episodic**
- * **Routine**
- * **Strategic**

The Citizen engagement continuum:

- * **Customer Service:** The thousands of transactions that occur everyday between direct service employees and citizens
- * **Boards, Commissions,**
- * **Task Forces**
- * **Voluntarism**
- * **When citizens initiate a process because they feel they need to be heard**

The Citizen engagement continuum:

- * We want citizens to contribute their thoughts and original ideas
- * We have ideas that we want citizens to help us refine
- * We have important information we need to communicate to citizens face to face
- * We are afraid of the political consequences of a particular situation so we either check in with citizens to be sure we are on firm ground or ask them to make the decision






Interest and Concerns

- * Zoning
- * Environment & Ecology
- * Affordable housing
- * Access to transportation
- * Economic development
- * Jobs/Employment
- * Education
- * Quality of Life
- * Health
- * Youth Development
- * Gentrification
- * Arts & Recreation
- * Parks
- * Equity
- * Safety nets for our most vulnerable citizens
- * Crime & Safety
- * Homelessness
- * Traffic

The next generation of leaders

- * Whose responsible for creating the next generation
“Big citizens?”

- 
- * There is a certain of disengagement that should be expected and is therefore acceptable
 - * All citizens are free to engage. If they elected not to they should be expected to live with the consequences of their disengagement

Why they engage!

- * Effective pre-planning
- * Residents' return on their investment of time, energy, and money
- * Stewardship
- * Urgency – Pain – Passion - Fear
- * The relevancy of our content and process to their culture and concerns
- * The degree to which they trust government
- * Their kinship with the people conducting the process

Barriers to Engagement

- * Purpose
- * Lack of interest
- * Not feeling welcomed
- * Meeting centricity
- * Logistics
- * Unconscious biases
- * Competing interest or concerns
- * Insincere motivation
- * Autobiographical diagnosis and prescription
- * Inadequate information
- * Relevancy
- * Apathy
- * Predisposition
- * Learned helplessness

Why they don't engage

- * Apathy
- * Helplessness
- * Things are good
- * No urgency
- * The ineffectiveness or perceive impotency of public process
- * Logistics

Why they don't come back

- * The “black hole” – no closure
- * Not welcomed
- * Not acknowledged
- * Inviting them for the wrong reason
- * Not interested in vision
- * Can't find their “power” in the event or issue
- * No relevancy or intimacy with the issue of the conveners
- * Can't find meaning in the content or process
- * Memory of previous engagements

How do we know we are successful?

- * What is the metric that tells us that our current public engagement policies, and activities are successful?